Food court operators stake out nation's malls
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Inside France's biggest wholesale food market
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Food service facing a tough fourth quarter
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Nation's
Restaurant News®

The Weekly Newspaper of the Food-Service Industry

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Reagan victory hailed, but problems loom

Failure to carry Congress fuels doubts

By Rick Telberg

Food-service industry leaders hailed President Reagan's sweeping re-election victory as a landslide vote for a fiscal policy that promises healthy sales and earnings advances for the restaurant business.

But many economists were more cautious in their optimism. And some lobbyists said Congress, dogged by a bulging Federal deficit, will be compelled to raise taxes.

"It's one of the greatest victories the restaurant industry has ever had," said W. H. "Buckshot" Price, executive vice president of the Texas Restaurant Association.

"There's a feeling of consistency and continuity in this election," said Richard Sherman, president of Church's Fried Chicken in San Antonio. "That means people will be more willing to spend their money on eating out, rather than pull in their horns and save."

"We're confident," said Jeff Rogers, president of USA Cafes of Dallas, franchisor of Bonanza steakhouses, "that this signals a continued moderate economic growth program with disposable dollars not being affected by tax increases."

Economists generally agree that real restaurant sales, which grew at more than 5% through the beginning of the year, are moderating to below 5%, but will remain positive through most of 1985.

Inflation may run at 5% to 6% next year, from 4% to 5% this year. But food and labor costs should hold steady, and disposable incomes may rise faster than inflation, economists say.

"We're experiencing a significant slowdown in economic activity right now," said economist Steven Wood, of Chase Econometrics in Bala-Cynwyd, Pa. "But we won't fall into recession in 1985."

"We're forecasting a 'growth recession,'" said Roger Brinner at Data Resources

(Continued on page 12)

S & A Restaurants fights back after losing eight top executives

By Charles Bernstein

DALLAS — Can a large diversified food-service chain company continue to grow and prosper after losing eight key executives in a little over a year?

That is the $64 million question facing S & A Restaurant Corp., following the departure of founder-chairman Norman Brinker 1½ years ago and the subsequent departures of seven S & A executives to join Brinker across town here at Chili's. The most recent such jump by Brinker's S & A successor, Hal Smith, has further fueled speculation about how S & A can stay on course.

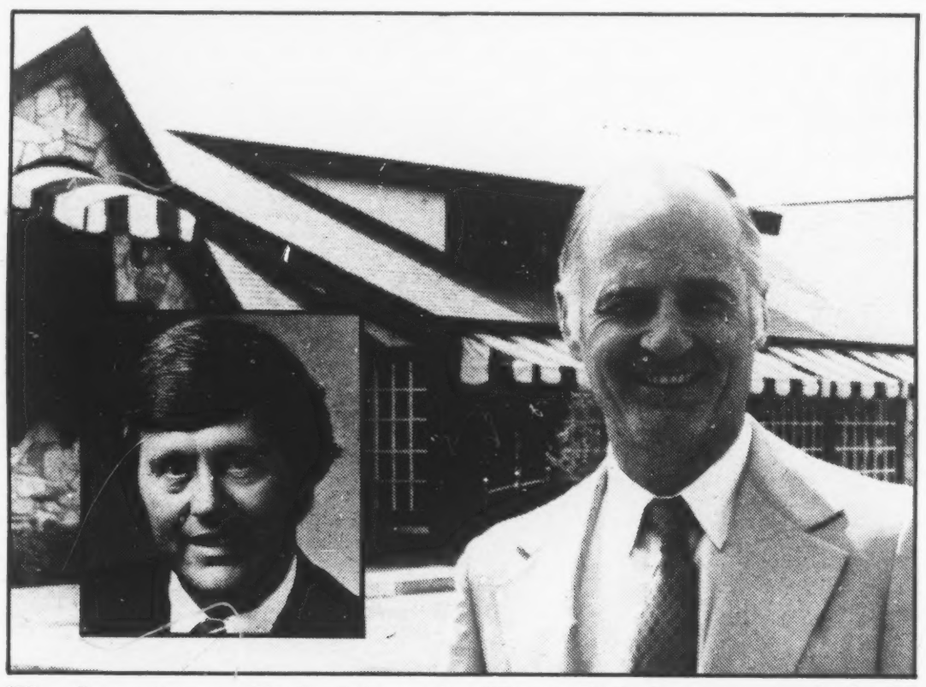
Meanwhile bad feeling has been generated at S & A (denied officially but unquestionably lurking beneath the surface) by Pillsbury's previous threat to sue Brinker and Chili's to prevent any more departures from S & A to Chili's.

Industry observers, skeptics and analysts seriously question whether any company can easily or fully recover from such massive executive losses. But top officials at S & A, parent Pillsbury and others maintain that S & A is "so deep in capable veteran executives" that it will in fact prosper "as never before."

Michael Jenkins, S & A president and chief executive officer, is in line also to become chairman next year, and chief executive officer, executive vice president and chief operating officer Richard Frank would become president.

Donald Slater, who has just been named Bennigan's general manager, started nine

(Continued on page 74)



The departure of S & A founder Norm Brinker one and a half years ago is credited with triggering the resignation of seven other top S & A executives, including Hal Smith (inset).

Perino's files for Chapter 11 protection

By Richard Martin
West Coast Editor

LOS ANGELES — The owner of the year-old Perino's Downtown, an ornate, $8.5 million multilevel restaurant complex, has filed for court protection from creditors and disclosed plans to reopen in January on swank Wilshire Boulevard, where the original Perino's reigned for 50 years as one of the city's most distinguished restaurants.

"We were anticipating an 80% following of our old customers, but we didn't get 10%," explained Perino's president, Francis J. Esgro.

He is now negotiating with fast feeders and other chain operators to have them take over

(Continued on page 74)

Hunting for game

New approaches boost popularity

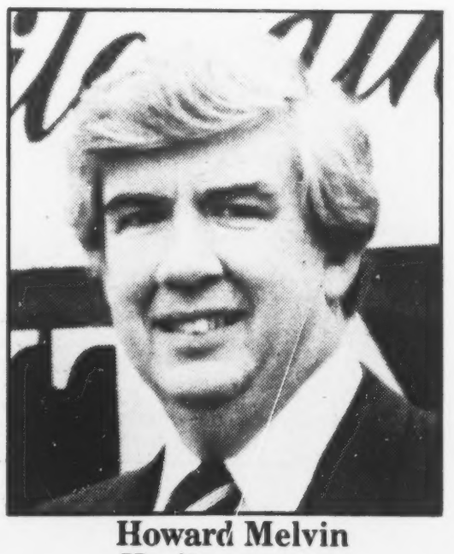
By Susan Spedalle
Food Trends Editor

Customer interest and innovative cooking techniques have increased the number of restaurants that serve wild game. No longer a novelty, wild meat and fowl can now be found on the menus of numerous restaurants in larger cities.

Wild game was traditionally the exclusive province of three kinds of restaurants: hunt-themed rooms with trophies on the walls, fine French restaurants that served game each autumn and operations that used exotic animals for their shock appeal.

The approach nowadays is quite different. Young American chefs are treating birds and meat the way they would any other interesting ingredients. In Houston Amy Fuergeson, of Charlie's 517, serves raw venison as a carpaccio. In Cincinnati the Heritage restaurant creates an omelet consisting of a variety of wild beasts.

Game birds have become very popular on menus, and it



Howard Melvin
Heritage owner

is no surprise to find pheasant, quail, partridge or wild turkey in a fine restaurant.

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INSIDE NRN

RED LOBSTER has begun an aggressive media campaign to promote take-out platters 18

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Cajun and Creole catching attention coast to coast

By Richard Martin
West Coast Editor

LOS ANGELES — Reaching for a cooling glass of water after having downed a forkful of Cajun jambalaya at the high-grossing Ritz Cafe here, the customer managed a smile while small beads of sweat formed on his brow.

"It's hot. But it's good," he said, somewhat flushed.

Hot and good. More than just a restaurant patron's critique of the increasingly popular regional Cajun and Creole cuisine of New Orleans, this assessment seems to echo the sentiments of an increasing number of operators about a concept that can deliver a spicy profit along with a pungent bowl of gumbo.

But, like roses and thorns, every crawfish has its claws. "Spice resistance" in noncosmopolitan markets and costly commodity supply lines from the Louisiana bayous for those distant operations intent on maintaining Cajun-Creole authenticity are but two of the logistical hurdles that managers of such restaurants must get across.

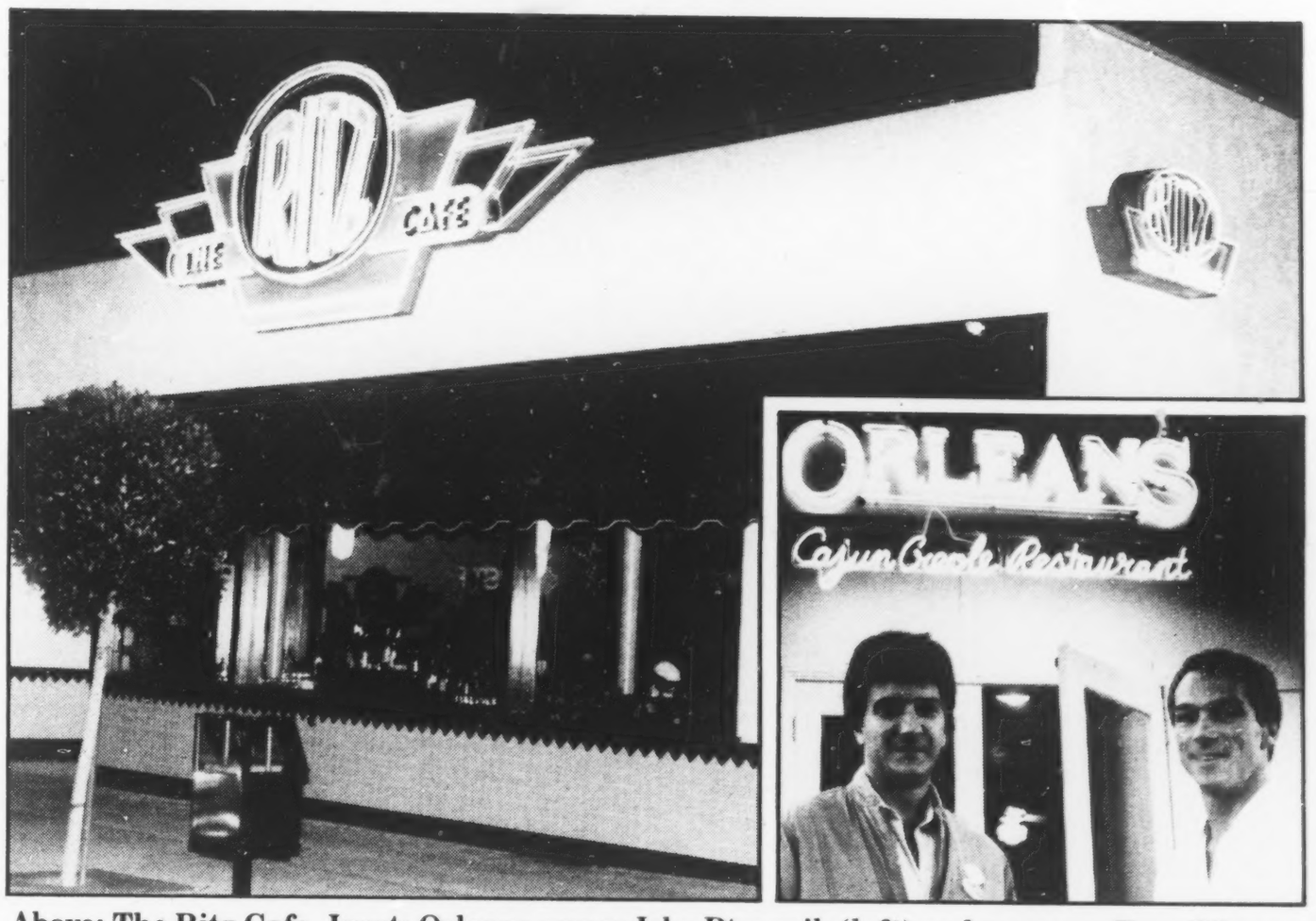
From coast to coast the solid success of some Cajun-Creole restaurants outside the Deep South has inspired their owners to think of expansion and has bred new entrepreneurial ventures by others who have similar menu concepts.

The large food-service conglomerates are also rumored to be eyeing Cajun-Creole as one of the next exploitable trends for possible proliferation.

Popeyes' founder, Al Copeland, has his sights set on San Francisco and New York as new homes for his Copeland's of New Orleans Cajun American Cafe dinnerhouse concept, which currently has three units in Louisiana.

Meanwhile Paul Prudhomme, chef and owner of K-Paul's Louisiana Kitchen in New Orleans, continues to lead the Cajun-Creole "movement" by virtue of his Cajun heritage, the pre-eminent reputations of his restaurant and cookbook, and the evident demand for his high-priced menu consultations.

But Prudhomme—acclaimed as he is by other Cajun-Creole practitioners—is not the only proponent of the genre who is meeting with huge success.



Above: The Ritz Cafe. Inset: Orleans owner Jake Ptasznik (left) and manager Tom Gibson.

In Los Angeles the five-month-old, 150-seat Ritz Cafe is doing anywhere from 2½ to four table turns a night on its way to an estimated $3.5 million in first-year sales—making it one of the hottest new restaurants to open there this year.

Owner Sam Du Vall, an accomplished 17-year restaurant veteran based in San Francisco, plans to launch another Ritz next spring near the Empire State Building in New York (where a flourishing, five-year-old operation

(Continued on page 74)

COMMODITIES

Interest in trading 'ag options' increases

By Gary S. Friedman
Commodities Analyst

More people are investigating the use of ag options since the last time it was written about in this column. The smart ones are taking advantage of the hiatus before the agricultural options really start to trade to talk to various investment counsellors to determine how trading ag options might work for them in their business and portfolio needs.

However, there are some who haven't the foggiest notion about how to begin to ask questions. For this reason some fundamental questions in this potentially very exciting new trading vehicle will be addressed.

First again, the option is the right, but not the obligation, to buy or sell commodities in the future. The advantage is obvious: A right can be exercised, but only when it's in your favor to do so. Hence, loss is theoretically known, and therefore limited.

As in most things, knowing the right buzz words is half the battle.

Quantities will be denominated in contracts rather than bushels. In the futures, an order to "Buy 5 Nov Beans at the market" means buy 5,000 bushels. In a call option on a 5,000-bushel soybean futures contract, the form is "Buy 1 Nov [strike price] call at the market."

The only difference between the various markets handling ag options will be at the MidAmerican Exchange in Chicago, which trades wheat in 1,000-bushel contracts in the futures. Options on the wheat in the MidAm will be for five 1,000-bushel contracts. An order for 3 March on that exchange will give you 15,000 bushels of soft red winter wheat futures.

PRICE MOVEMENT AT A GLANCE

Cash Prices	Nov. 7, 1984	Year ago
Bran, K.C., ton	$ 84.00	$125.00
Broilers, dressed, N.Y., lb.	$ 0.5466	$ 0.5682
Coffee, Brazilian, N.Y., lb.	$ 1.37	$ 1.45
Sugar, cane, raw, world, lb.	$ 0.0485	$ 0.0877
Lard, Chicago, lb.	$ 0.3105	$ 0.20
Soybean oil, crude, Decatur, lb.	$ 0.3235	$ 0.2943

Source: NRN *Research*

Prices listed are packers' f.o.b. plant, unless specified, and do not represent the prices paid by the operator. This list is only a reference to indicate price trends against benchmarks of one year ago and one month ago. Products listed are those showing marked movement in price.

McD tests prepackaged salads in Los Angeles, Columbus units

By Joe Edwards

OAK BROOK, Ill. — McDonald's is testing prepackaged, entrée-sized salads in restaurants in the Los Angeles and Columbus, Ohio, markets. In the 50 test units in Columbus, it also offers a smaller portion of the salad as a side dish.

Both salads contain romaine and iceberg lettuce, carrots, celery, mushrooms, radishes, cucumbers, grated hard-boiled eggs, cheese, tomatoes and a choice of five dressings: Thousand Island, blue cheese, French, low-calorie vinaigrette, and a ranch-style house dressing.

Over the past three years McDonald's has experimented with both salad bars and prepackaged salads in a small number of test units in Wisconsin and California. Last spring it began testing soup and salad combinations at 15 Chicago units.

Salad sales have not been strong enough to warrant expansion of tests or a rollout, spokesmen have said. Because of operational problems, including lack of control and higher costs, it is not likely that the chain will add salad bars.

Most of McDonald's competitors, including Burger King and Wendy's, have either salad bars or prepackaged salads. Burger King's salad bar, rolled out in July 1983, is capturing about 6% of unit sales.

Meanwhile McDonald's spokesmen have admitted that a new individual-sized pizza product has been developed by the chain. But McPizza "is still very much in the conceptual stage," a spokesman said.

What is on the front burner is a number of other test products. Commenting on the unusual number and variety of new menu items a couple of months ago, a spokesman explained the chain is moving test items into stores quickly instead of keeping them in the test kitchens. This does not mean the chain has changed its long-standing commitment to a limited menu, he asserted.

Among McDonald's new test menu items: a double cheeseburger in New York, Chicago and a couple of other markets; a bacon double cheeseburger in Green Bay and Wausau, Wis., and Bakersfield, Calif.; Chicken McSwiss in Tennessee; Cheddar Melt in Milwaukee and Indianapolis; Lettuce and Tomato Special in Shreveport, La.; new biscuit breakfast sandwiches in the South and new Sausage McMuffins in the West and North, and both biscuit and muffin sandwiches in the Boston and Denver areas.

"There are some breakfast items being tested in every store throughout the nation," the spokesman declared.

Chicken McSwiss is a piece of breaded boneless chicken served cordon bleu-style, with hickory smoked ham and a Swiss cheese spread on a roll. A Cheddar Melt is a $^1/_3$-lb. burger topped with melted Cheddar and grilled onions on a toasted rye bun. The Lettuce and Tomato Special is a Quarter Pounder with lettuce, tomato, mayonnaise, ketchup, mustard, onions and cheese.

Brock, Americana sign merger pact

IRVING, Tex. — Brock Hotel Corp. and Chicago-based Americana Hotels Corp. have signed a letter of agreement to combine their hotel properties in one company. No details were available at presstime.

Brock, a public company based here, is a Holiday Inn franchisee and also operates its own concepts, Park Suite Hotels and Brock Residence Inns. A Brock subsidiary operates the ShowBiz Pizza Place chain.

Americana Hotels is a closely held Chicago-based company that operates its own hotels under the Americana name as well as franchised Best Western, Hilton, Ramada and Rodeway Inn properties.

Meanwhile Brock said it expects to report an operating loss for the third quarter related to two divisions it plans to sell—Unique Concepts Corp. and its 50%-owned Park Suite. Brock also plans to take a substantial third-quarter write-off for the sale of Unique Concepts, the abandonment of certain development projects and the write-down of other assets.

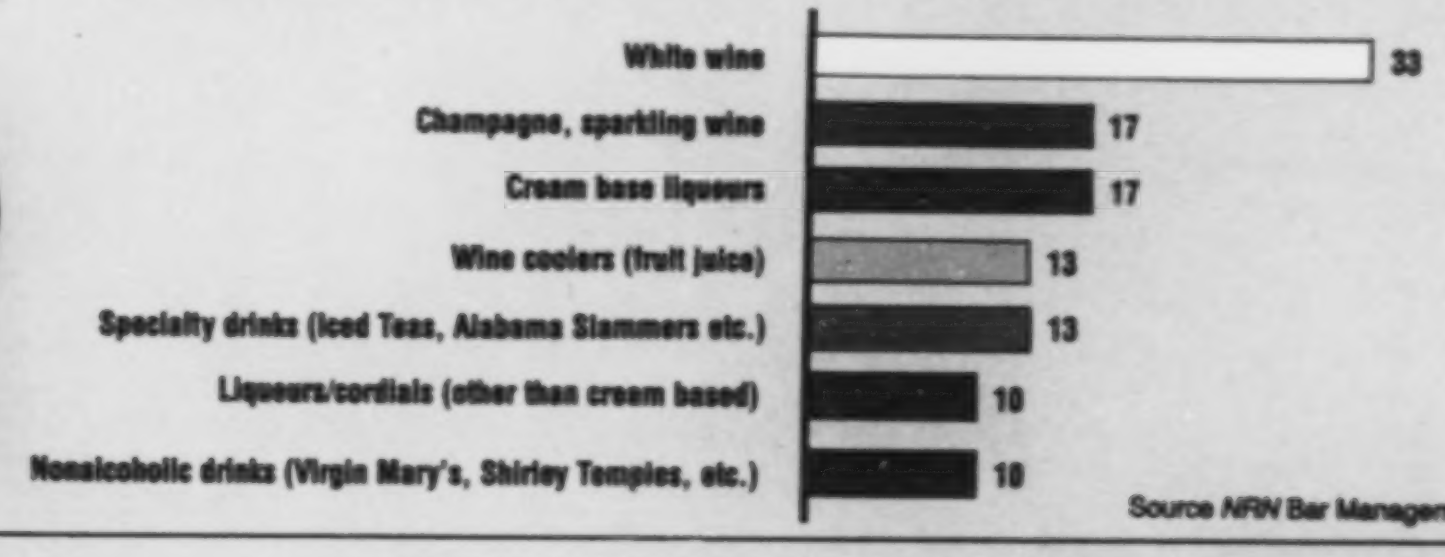
In another development, chairman Robert Brock reports that recent tests of new high-technology features at a ShowBiz unit in North Richland Hills, Tex., contributed to an increase in one-week total revenues of $21,594.

Interactive Animation, according to Brock, is "a technical breakthrough," enabling a robot to talk with children.

Study: Drunk driving-produced drop in alcohol sales stable—but still there

A new NRN *bar management study details beverage trends at the country's dinnerhouse chain operations.*

What's hot?
(% of dinnerhouse chain operators reporting an increase in sales over the past 12 months)



Source *NRN* Bar Management study

Slightly more than a quarter of the country's dinnerhouse chains have seen their alcoholic beverage sales drop slightly as a result of the heightened focus on drunk driving, a new *NRN* Bar Management Study shows. The average estimated decrease was 6.1%.

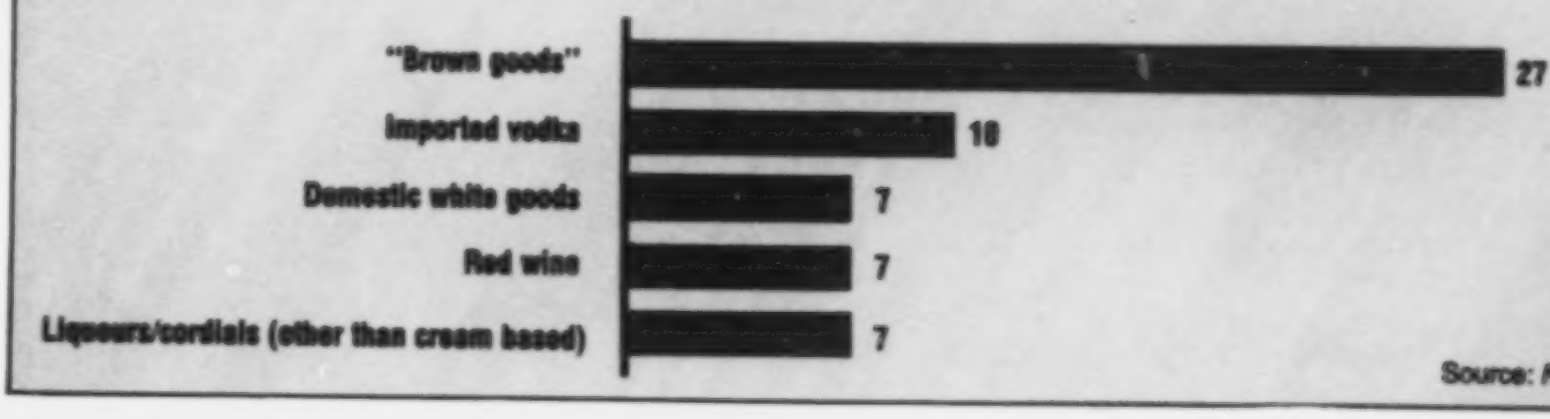
The good news, however, is that the number of chains that have suffered a decline has remained stable over the past nine months, even though public and governmental pressures against drunk driving and "irresponsible" liquor service at restaurants and taverns, is thought to have increased. An earlier *NRN* study late last winter showed the same percentage of dinnerhouse chains—27%—reporting a decline of liquor sales due to the DWI issue.

Meanwhile, three in five chains report some change in alcoholic beverage consumption patterns over the past year. For about one-half of all chains, the changes were welcome because they meant greater sales of particular beverages, most frequently of white wine and champagne. On the other hand, two in five noted a decrease, mostly in brown goods and imported vodka.

The study also found that:

- On the average, alcoholic beverages account for 28% of total annual dollar sales among dinnerhouse chains.
- Hard liquor accounts for 52% of alcohol sales; wine came in second with 25%, and beer generates 23% of sales.
- Hard liquor is the clear winner when it comes to the category that generates the highest gross profit margin; two-thirds of the food-service executives interviewed gave this category the nod. Only 13% picked wine, and a mere 3% mentioned beer. (17% said they didn't know or gave no answer.)
- Beverages carried most frequently include, in descending order, imported regular beer, domestic red wine, domestic rose wine, Irish whiskey, cordials, rye, aperitifs, imported white wine and sparkling wine/champagne.
- Imported light beer is offered at 17% of the study's respondents; 10% feature nonalcoholic beer.
- Aside from champagne and cream-based liqueurs, beverages that are enjoying increased sales at at least some of the dinnerhouse chains surveyed include wine coolers, specialty drinks such as Long Island Iced Tea, liqueurs/cordials other than

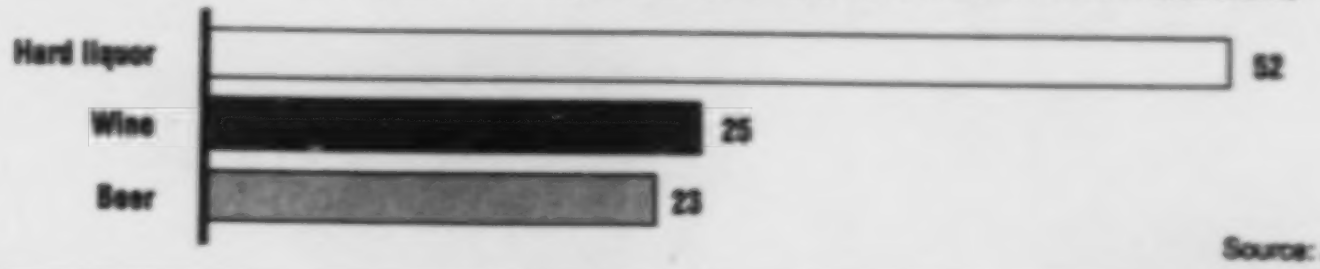
What's not
(% of operators reporting a decrease in sales over the past 12 months)



Source: *NRN* Bar Management Study

Liquor sales breakdown

(% of total/alcoholic beverage sales generated by hard liquor, wine and beer at dinnerhouse chains)



Source: *NRN* Bar Management Study

those that are cream based, and nonalcoholic drinks such as Virgin Mary's.

- All establishments serve wine by the glass; 90% also sell wine by the bottle, while three-fourths also make wine available by the carafe.
- "House" wines are offered at 93% of all establishments. In most cases (80%) the house wine is a domestic. The house wine is strictly an import at 10% of all chains. The rest offer both domestic and imported house wine.

On the drunk driving issue, the study found that about one-quarter of all dinnerhouse chains are responding with educational efforts for staffs and customers. Some said they're offering pamphlets or flyers warning against the dangers of drinking and driving; others advertise nonalcoholic drinks, or are telling their managers to call a cab for patrons who appear inebriated, or advise customers to stay overnight at a nearby hotel.

At least one operator said he has switched from a 2-for-1 promotion to a "per cent off" promo, believing that 2-for-1's encourage excessive liquor consumption.

A very small proportion of respondents also feels that changes in the consumption of specific alcoholic beverages is directly related to the heightened focus on drunk driving.

Conversely, 7% of the dinnerhouse operators blame heightened focus on drunk driving for decreases in sales of imported vodka, domestic white goods (vodka, gin and the like) and brown goods.

In all, 30 dinnerhouse chains were surveyed. On the average, respondents operated 11 units and had annual sales of $14 million.

All dinnerhouse chains surveyed feature domestic regular and light beers. All also carry domestic white wine, gin, vodka, tequila, scotch, bourbon, rum and Canadian whiskey. Other beverages carried include imported regular beer (carried by 97% of all chains surveyed); domestic red wine (97%); domestic rose (97%); Irish whiskey (93%); cordials (93%); rye (87%); aperitifs (87%); imported white wine (80%); sparkling wines/champagne (80%); imported red wine (73%), and imported rose (60%).

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FOOD-SERVICE CHAIN STOCK ANALYSIS TABLE

Index shows slight gain in mixed trading

(Continued from page 71)

which owns Popeyes' fried chicken stores in New York, led the list in both price gain and volume surge.

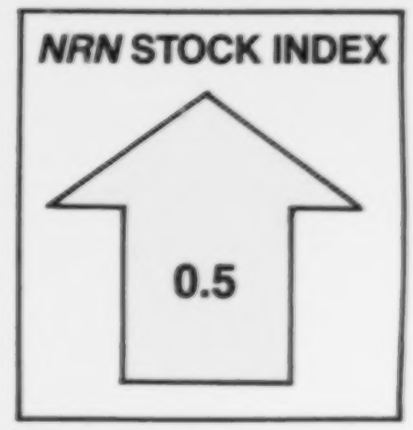
Fast Food Operators added 38¢, to close at $1.13 per share. With 221,600 shares trading hands, 3.75% of all shares outstanding, Fast Food Operators' volume in the latest week was almost 287% higher than its weekly average volume for the past 12 weeks.

Brock Hotel slipped 13¢, to $4, on heavy volume. Brock revealed a plan to sell some of its hotel assets that would financially restructure the company, operator also of Show-Biz pizza-and-video game outlets.

Leading the price-losers list, Vicorp Restaurants, which said it closed a deal to take over 175 Sambo's restaurants, finished down $2.50, to $15.75, on lighter-than-average volume.

On the up side, Kapok Corp. gained 63¢, to close at $2.75. Chili's Inc., up a hefty $2.88, to $24.25. G. D. Ritzy's, up 25¢, to $2.63.

—Rick Telberg



VOLUME LEADERS

Company Name	The Week's Volume (100's)	Company Name	The Week's Volume (100's)
Fast Food Oper	2,216	Transworld	15,348
Brock Hotel Cp	5,619	Peoples Rest	8,656
So Hospitality	1,496	Ogden Corp	5,047
SIS Cp	111	Pancho Mex Buffet	378
Kapok Cp	888	PepsiCo Inc	21,312

TOP FIVE GAINERS

Company Name	The Week's Volume (100's)	Latest Closing Prices	% Price Change Last Week
Fast Food Oper	2,216	So Hospitality	1,496
Kapok Cp	888	Mr Steak	297
Chilis Inc	1,948	Sea Galley	1,154
Ritzys G D	669	Sandwich Chef	183
USACafes	473	Naugles Inc	1,118

TOP FIVE LOSERS

Company Name	The Week's Volume (100's)	Latest Closing Prices	% Price Change Last Week
Vicorp Restaurants	1,099	Assoc Hosts	1,311
Good Taco	360	Primo Inc	640
Calibre Cp	36	Garcias Scot	478
Collins Foods	1,017	Morrison Inc	2,302
Ch Full O Nut	365	Capt Crab Inc	1,892

Stock Market — Price: 11-09-84 Close; Weekly Change: Amt., Pct.; Weekly Range: High, Low; 52-Week Range: High, Low; Volume: Weekly Shares Traded: Total, % Out; 12-Week Avg. Vol. As % Out; Volume Trend Change

Financial Update — P/E Ratio; Indicated Divd. Rate: Amt., Yld.; Latest Report: New Report, Period, Date Ended; Latest Quarter: Revenue (Amt., Chg.), Net Income (Amt., Chg.), E.P.S. (Amt., Chg.); Year-to-Date: Revenue (Amt., Chg.), Net Income (Amt., Chg.), E.P.S. (Amt.)

Company and Market	Close $	Amt. $	Pct. %	High $	Low $	High $	Low $	Total (100)	% Out %	Avg. Vol. As % Out %	Volume Trend Change %	P/E Ratio -	Amt. $	Yld. %	New Report -	Period -	Date Ended -	Revenue Amt. $Mil	Revenue Chg. %	Net Income Amt. $Mil	Net Income Chg. %	E.P.S. Amt. $	E.P.S. Chg. %	Revenue Amt. $Mil	Revenue Chg. %	Net Income Amt. $Mil	Net Income Chg. %	E.P.S. Amt. $
Food-Service Operators																												
A&M Food Svcs O	3.88	.00	.0	4.25	3.88	8.75	3.88	67	.19	.45	- 57.8	11.1	.00	.0	NEW	9 mos.	09-84	8.1	26.6	.4	.0	.11	- 26.7	22.1	28.5	1.1	22.2	.30
Acapulco Rest O	4.25	- .13	- 2.9	4.38	4.25	6.50	3.88	98	.39	.44	- 11.4	NE	.00	.0	NEW	9 mos.	07-84	19.0	86.3	.0	- 100.0	.01	- 91.7	28.3	.7	.3	NE	.14
ARA Services N	69.63	.50	.7	69.88	69.13	69.88	40.25	1,266	1.05	4.60	- 77.2	13.4	2.10	3.0	....	fiscal	09-84	835.8	7.7	14.2	34.0	1.12	31.8	3406.1	11.4	64.4	19.9	5.19
Assoc Hosts M	14.00	- 1.38	- 8.9	15.13	14.00	17.13	10.50	1,311	2.97	5.29	- 43.9	16.1	.12	.9	....	9 mos.	06-84	24.0	3.9	1.1	10.0	.23	4.5	71.1	9.0	3.0	30.4	.86
Beefsteak Char A	2.88	.00	.0	2.88	2.75	5.00	2.63	213	.38	.56	- 32.1	2.2	.00	.0	....	9 mos.	07-84	19.9	- 12.3	(.4)	NC	.07	600.0	68.7	- 6.4	(1.7)	- 100.0	.30
Bob Evans Farms M	17.75	- .75	- 4.1	18.25	17.50	24.00	14.75	482	.29	.40	- 27.5	17.8	.30	1.7	....	3 mos.	07-84	54.0	14.2	4.4	7.3	.27	8.0	54.0	14.2	4.4	7.3	.27
Calibre Cp O	3.75	- .50	- 11.8	4.25	3.75	9.00	3.25	38	.13	.20	- 35.0	NE	.00	.0	....	6 mos.	01-84	3.5	191.7	(.4)	- 100.0	(.14)	- 100.0	6.7	252.6	(.7)	- 100.0	(.23)
Calny Food M	9.50	- .38	- 3.8	9.88	9.00	10.75	7.25	776	1.72	1.30	32.3	16.7	.16	1.7	NEW	6 mos.	08-84	13.0	19.3	.5	.0	.12	- 7.7	25.0	14.7	1.4	40.0	.31
Capt Crab Inc M	1.88	- .13	- 6.3	2.00	1.75	6.63	1.63	1,892	1.66	2.57	- 35.4	NE	.00	.0	....	9 mos.	05-84	2.6	766.7	(.5)	NC	(.04)	NC	3.7	362.5	(.6)	NC	(.05)
Carrols Cp N	9.63	.25	2.7	9.63	9.38	10.88	7.13	388	.50	.83	- 39.8	14.6	.05	.5	....	3 mos.	08-84	38.3	19.3	2.1	16.7	.28	- 6.7	38.3	19.3	2.1	16.7	.28
Chi-Chi's M	13.50	.00	.0	13.50	13.00	25.75	12.50	12,880	4.78	4.17	14.6	19.3	.00	.0	....	3 mos.	07-84	45.2	27.3	5.0	38.9	.19	26.7	45.2	27.3	5.0	38.9	.19
Chilis Inc O	24.25	2.88	13.5	24.50	22.00	24.25	12.75	1,948	4.65	4.63	.4	NM	.00	.0	....	9 mos.	03-84	10.4	30.0	.4	- 20.0	.08	- 46.7	30.7	38.9	1.2	- 20.0	.31
Churchs Fr Ch N	28.50	- .75	- 2.6	29.38	28.38	30.88	21.25	1,816	.97	2.18	- 55.5	14.8	.80	2.8	....	9 mos.	09-84	124.8	13.0	10.4	- 2.8	.55	- 1.8	355.5	17.4	28.1	19.6	1.49
Collins Foods N	22.50	- 2.50	- 10.0	24.88	22.38	25.38	14.88	1,017	1.17	1.18	- .8	12.2	.24	1.1	....	3 mos.	07-84	115.1	24.3	4.8	23.1	.55	17.0	115.1	24.3	4.8	23.1	.55
Concept Dev O	8.75	.00	.0	9.00	8.75	17.69	6.00	801	1.60	1.96	- 18.4	NM	.00a	.0	....	9 mos.	03-84	9.0	NC	.8	NC	.30	NC	27.6	NC	2.7	NC	.72
Consol Prdts M	5.00	.00	.0	5.13	5.00	9.63	4.75	328	.88	.81	8.6	16.7	.00	.0	....	9 mos.	06-84	16.0	3.9	.3	- 40.0	.09	.0	51.4	6.4	.7	- 12.5	.19
Consul Restaurant M	6.50	.00	.0	5.75	6.38	17.88	6.25	674	1.50	2.07	- 27.5	26.0	.00	.0	....	3 mos.	08-84	21.1	33.5	.0	- 100.0	.01	- 87.5	21.1	33.5	.0	- 100.0	.01
Cracker Barrel M	14.25	.00	.0	14.25	13.75	23.50	13.75	1,321	4.72	5.26	- 10.3	15.3	.14	1.0	....	9 mos.	04-84	13.7	25.7	.6	50.0	.18	20.0	39.6	25.7	1.5	50.0	.52
Cucos Inc O	4.00	.00	.0	4.50	4.00	5.00	3.50	11	.10	.36	- 72.2	21.1	.00	.0	....	9 mos.	03-84	.7	NC	.1	NC	.03	NC	2.1	NC	.1	NC	.10
Denny's Inc N	40.88	.00	.0	41.13	40.88	41.38	30.25	8,661	5.60	3.40	64.7	15.4	.72	1.8	....	3 mos.	09-84	326.4	1.9	12.1	- 12.3	.75	- 11.8	326.4	1.9	12.1	- 12.3	.75
Diversifoods M	11.75	- .75	- 6.0	12.13	11.50	19.13	10.50	19,712	5.88	10.11	- 41.8	12.0	.26	2.2	....	6 mos.	06-84	146.2	19.8	9.6	1.1	.28	- 3.4	271.9	17.8	15.2	.7	.45
Dunkin Donuts M	23.75	- .13	- .5	24.38	23.63	26.25	18.13	494	1.04	1.03	1.0	13.0	.32	1.3	....	9 mos.	07-84	21.9	30.4	2.3	9.5	.48	17.1	66.4	16.5	7.0	14.8	1.44
El Chico M	8.63	.13	1.5	8.75	8.63	14.75	7.75	1,671	3.59	2.13	68.5	10.8	.00	.0	....	3 mos.	08-84	21.1	9.9	.9	.0	.20	.0	21.1	9.9	.9	.0	.20
El Torito Rest N	12.25	- .50	- 3.9	12.88	12.25	14.63	9.00	241	.22	.41	- 46.3	18.0	.00	.0	....	9 mos.	09-84	65.9	NC	4.1	NC	.35	NC	189.0	NC	9.0	NC	.78
Fast Food Oper O	1.13	.38	50.0	1.25	0.88	2.75	.69	2,216	3.75	.97	286.6	18.8	.00	.0	....	fiscal	12-83	1.8	38.5	.0	NC	.01	NC	6.1	32.6	.3	.0	.06
Flakey Jakes O	7.88	.25	3.3	8.00	7.75	9.13	4.00	1,060	1.52	2.03	- 25.1	NE	.00	.0	....	6 mos.	06-84	1.8	NC	(.3)	NC	(.04)	NC	3.3	NC	(.4)	NC	(.06)
Frisch's A	30.38	- .13	- .4	30.75	30.38	32.75	24.00	9	.04	.18	- 77.8	16.9	.40b	1.3	....	3 mos.	08-84	40.5	7.4	1.7	.0	.38	- 51.9	40.5	7.4	1.7	.0	.38
Fuddruckers Inc M	12.50	.38	3.1	12.88	12.13	17.50	9.25	849	1.31	1.84	- 28.8	NM	.00	.0	....	6 mos.	06-84	5.4	NC	(.4)	NC	(.06)	NC	9.7	NC	(.6)	NC	(.09)
Garcias Scot M	3.25	- .25	- 7.1	3.50	3.25	8.75	2.88	478	.80	1.25	- 36.0	NE	.00	.0	....	6 mos.	06-84	12.6	40.0	.2	NE	.03	NE	29.7	57.1	.0	NE	.00
Good Taco M	1.75	- .25	- 12.5	2.00	1.75	7.00	1.50	360	1.48	1.46	1.4	NE	.00	.0	NEW	3 mos.	05-84	.4	300.0	(.3)	NE	(.13)	NE	.4	300.0	(.3)	NE	(.13)
Hamborg Hamlet O	12.00	.00	.0	12.75	12.00	12.00	9.50	6	.08	.13	- 38.5	10.3	.00	.0	NEW	fiscal	03-84	9.3	2.2	.2	NE	.30	NE	35.5	4.4	.8	NE	1.16
Hungry Tiger M	4.88	.13	2.6	5.00	4.63	9.00	4.25	441	1.56	1.11	40.5	27.1	.00	.0	NEW	fiscal	06-84	14.9	- 11.8	(.2)	NE	(.05)	NE	67.3	5.5	.5	NC	.18
Intl Dairy Queen O	40.50	.00	.0	42.00	40.50	40.50	32.50	17	.08	.33	- 75.8	12.5	.00	.0	NEW	6 mos.	05-84	37.9	8.3	32.5	1254.2	1.10	13.4	65.7	18.4	33.2	1085.7	1.42
Intl King Tab M	16.00	- .50	- 3.0	16.50	16.00	18.63	11.38	804	2.83	2.14	32.2	12.6	.00a	.0	....	fiscal	06-84	18.8	20.5	1.0	11.1	.29	.0	78.2	56.4	3.8	58.3	1.27
JB's Rest M	14.63	- .25	- 1.7	15.00	14.63	16.25	10.38	172	.75	1.48	- 49.3	13.2	.20	1.4	....	9 mos.	06-84	22.2	32.1	1.0	25.0	.42	20.0	48.7	23.0	1.9	26.7	.80
Jerrico Inc M	18.25	.38	2.1	18.63	17.38	19.63	11.88	10,169	6.47	4.67	38.5	14.3	.12	.7	....	fiscal	06-84	126.6	9.7	6.9	7.8	.42	44.8	484.1	9.4	20.4	- 4.2	1.28
Kapok Cp A	2.75	.63	29.4	2.75	2.00	5.88	1.13	888	3.96	1.87	111.8	NE	.00	.0	....	fiscal	09-83	3.4	88.9	(1.7)	NE	(.70)	NE	12.3	7.9	(2.7)	NE	(1.29)
Kelly-Johnston M	3.13	.13	4.2	3.38	3.00	16.00	2.63	1,655	1.94	1.36	42.6	NE	.00	.0	....	3 mos.	06-84	30.6	175.7	(3.7)	- 100.0	(.44)	- 100.0	30.6	175.7	(3.7)	- 100.0	(.44)
Karcher Carl M	15.75	- .25	- 1.6	16.25	15.50	39.50	14.75	1,752	2.48	3.11	- 20.3	10.2	.00	.0	....	9 mos.	10-83	70.6	26.5	2.7	22.7	.37	15.6	220.2	25.6	9.4	27.0	1.28
Luby's Cafe N	30.25	.50	1.7	31.25	30.00	32.00	23.63	166	.14	.28	- 50.0	21.2	.54	1.8	....	fiscal	08-84	48.7	32.7	5.0	28.2	.41	28.1	174.9	23.7	17.4	25.2	1.43
Marcus Corp M	14.88	.13	.8	15.25	14.75	15.25	11.38	64	.12	.25	- 52.0	10.3	.28	1.9	....	fiscal	05-84	39.5	19.7	2.3	27.8	.44	25.7	126.7	16.3	7.4	12.1	1.44
Marriott Corp N	76.25	- 2.13	- 2.7	78.50	75.63	80.25	58.50	1,258	.49	.72	- 31.9	16.9	.44	.6	....	9 mos.	09-84	834.2	11.7	35.6	- 2.7	1.33	.8	2402.7	15.1	92.6	10.0	3.41
Maverick Rest O	5.25	.00	.0	5.50	5.25	7.00	4.13	29	.06	.36	- 83.3	40.4	.00	.0	....	6 mos.	07-84	2.9	NC	.3	NC	.05	NC	5.3	NC	.5	NC	.10
McDonald's Cp N	52.13	- .88	- 1.7	53.88	51.50	55.88	40.84	11,984	1.36	1.33	2.3	12.7	.82	1.6	....	6 mos.	06-84	864.9	13.7	108.6	13.0	1.22	14.0	1610.3	14.4	183.6	13.3	2.07
Morrison Inc M	16.88	- 1.25	- 6.9	17.88	16.88	19.75	13.13	2,302	1.69	1.10	53.6	11.0	.48	2.8	....	3 mos.	08-84	117.9	5.6	4.9	11.4	.36	16.1	117.9	5.6	4.9	11.4	.36
Mr Steak O	1.63	.13	8.3	1.75	1.38	3.34	1.38	297	.62	1.26	- 50.8	NE	.00	.0	....	9 mos.	06-84	17.1	2.4	(.5)	- 100.0	(.12)	- 100.0	49.8	12.2	(.5)	- 100.0	(.11)
Nathans O	2.38	.00	.0	2.63	2.38	2.97	1.78	40	.18	.51	- 64.7	9.1	.00a	.0	NEW	3 mos.	06-84	6.1	13.0	.4	100.0	.18	63.6	6.1	13.0	.4	100.0	.18
Natl Pizza O	8.00	.50	6.7	8.25	7.75	9.75	7.50	354	.65	.57	14.0	10.7	.00	.0	....	3 mos.	06-84	8.9	- 11.9	1.1	10.0	.19	- 17.4	8.9	- 11.9	1.1	10.0	.19
Naugles Inc M	8.00	.50	6.7	8.38	7.38	20.25	7.00	1,118	2.41	2.29	5.2	NE	.00	.0	....	fiscal	06-84	27.2	17.7	.1	- 87.5	.03	- 80.0	114.8	32.4	(5.1)	- 100.0	(1.09)
1 Potato 2 O	4.00	.00	.0	4.13	4.00	12.50	3.88	133	.61	1.78	- 65.7	80.0	.00	.0	....	6 mos.	08-84	3.3	NC	(.6)	NC	(.25)	NC	7.1	NC	(1.0)	NC	(.44)

All data is based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

Reporting Period

3 mos. - First quarter of fiscal year
6 mos. - First six months of fiscal year
9 mos. - First nine months of fiscal year
fiscal - Fiscal year
NEW - New report since last issue

General Field Footnotes

NA - Not available or not applicable.
NC - Data required for calculation currently incomplete in our files.
NE - Negative earnings invalidate calculations.
NM - No meaningful figure.
a - Under dividend amount, an 'a' indicates a stock dividend.
b - Indicates cash plus stock dividend when applied to dividend amount column.

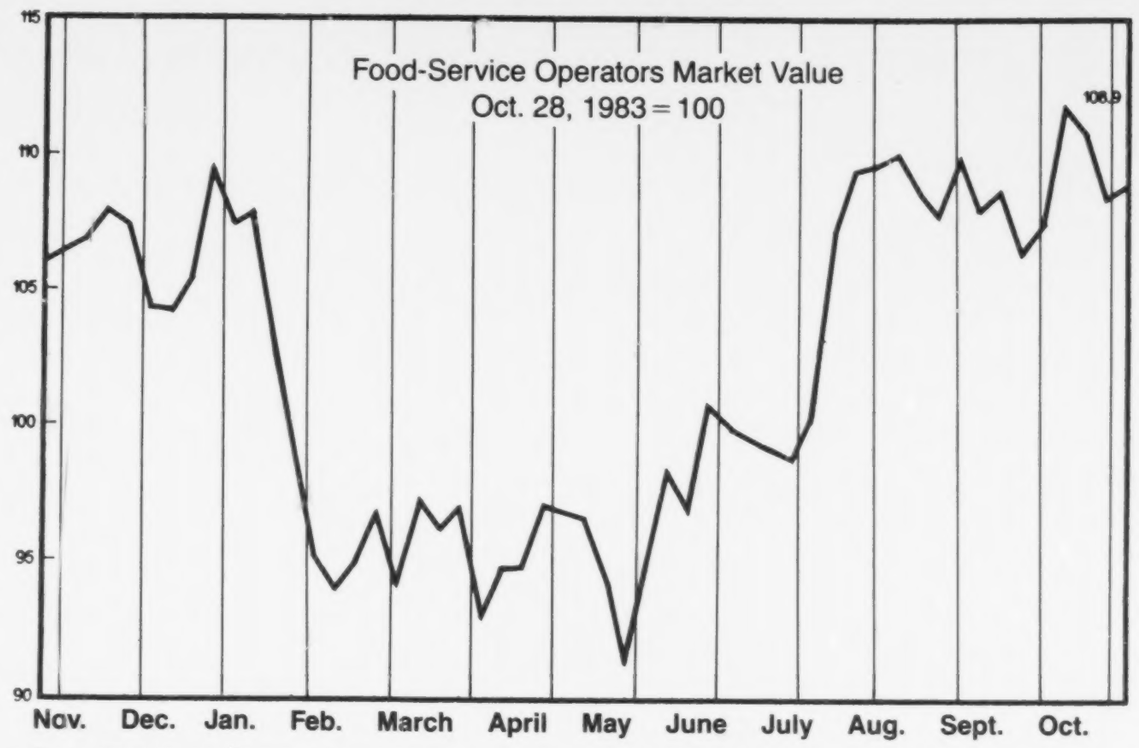
Market

N - New York Stock Exchange
A - American Stock Exchange
O - NASDAQ Over-the-Counter
M - NASDAQ National Market

Data and Table Provided by Media General Financial Services, Inc., Richmond, Virginia 23219

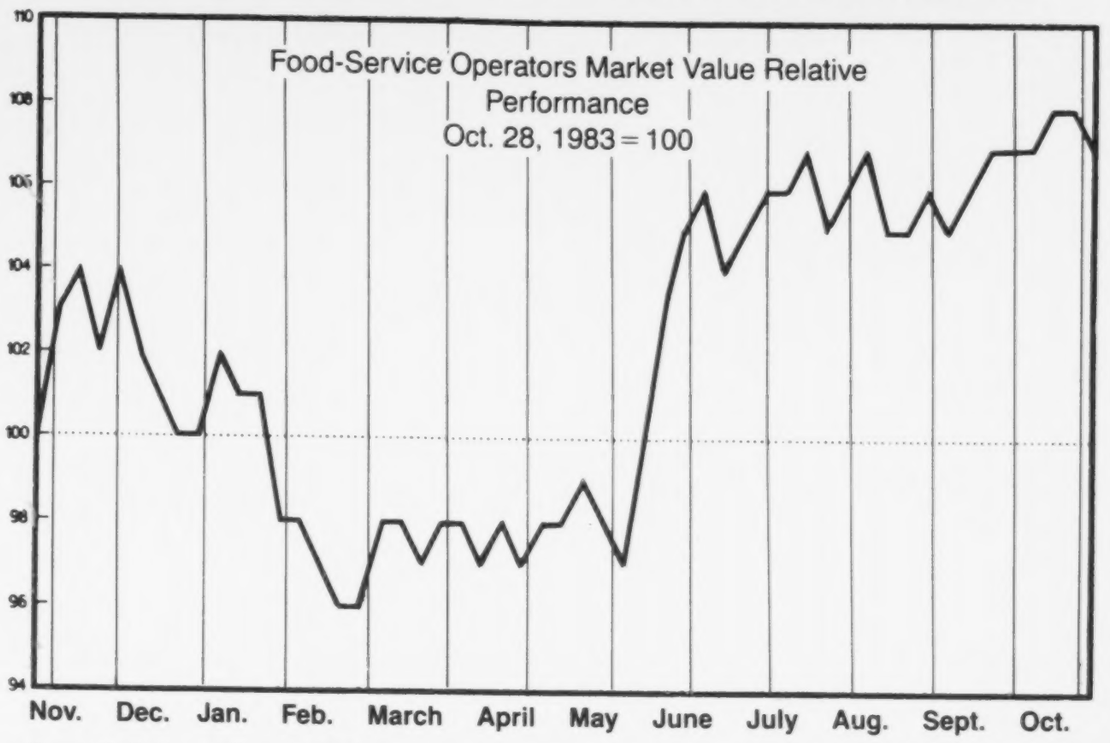
FOOD-SERVICE CHAIN STOCK ANALYSIS TABLE

NRN *STOCK INDEX*



Source: Media General Financial Services

NRN *STOCK INDEX VS. DOW JONES INDEX*



Source: Media General Financial Services

Company and Market	11-09-84 Close	Weekly Change Amt.	Weekly Change Pct.	Weekly Range High	Weekly Range Low	52-Week Range High	52-Week Range Low	Weekly Shares Traded Total	Weekly Shares Traded % Out	12-Week Avg. Vol. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New Report	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Amt.	Latest Quarter Revenue Chg.	Latest Quarter Net Income Amt.	Latest Quarter Net Income Chg.	Latest Quarter E.P.S. Amt.	Latest Quarter E.P.S. Chg.	Year-to-Date Revenue Amt.	Year-to-Date Revenue Chg.	Year-to-Date Net Income Amt.	Year-to-Date Net Income Chg.	Year-to-Date E.P.S. Amt.
	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	%	$Mil	%	$	%	$Mil	%	$Mil	%	$
Old Fashion Fd ..... O	5.25	.00	.0	6.00	5.25	7.25	4.75	8	.07	.48	- 85.4	9.2	.00	.0	NEW	fiscal	05-84	3.4	30.8	.1	- 50.0	.13	- 40.9	11.3	18.9	.7	16.7	.57
Pancho Mex Buffet ..... M	7.13	.00	.0	7.38	7.00	8.00	5.88	378	1.33	.72	84.7	13.4	.13	1.8	.....	9 mos.	06-84	8.3	29.7	.4	33.3	.16	33.3	22.8	26.7	1.0	42.9	.36
Peoples Rest ..... M	1.00	.00	.0	1.13	0.88	8.88	.88	8,656	10.08	5.33	89.1	NE	.00	.0	.....	9 mos.	03-84	14.7	72.9	(2.1)	- 100.0	(.26)	- 100.0	44.7	148.3	(2.0)	- 100.0	(.24)
Piccadilly Caf ..... M	19.25	.75	4.1	19.50	18.38	24.25	13.13	900	1.49	.92	62.0	13.8	.60	3.1	.....	fiscal	06-84	45.4	16.4	2.5	177.8	.42	180.0	173.8	13.8	8.4	40.0	1.40
Pizza Inn ..... A	8.25	- .13	- 1.5	8.38	8.13	15.75	8.13	165	.54	1.19	- 54.6	8.1	.08	1.0	.....	9 mos.	09-84	48.6	24.6	.6	- 33.3	.20	- 33.3	135.6	21.7	2.5	- 13.8	.81
Po-Folks ..... M	12.13	- .25	- 2.0	12.38	11.75	16.63	10.25	380	.86	1.19	- 27.7	19.2	.00	.0	.....	9 mos.	06-84	29.3	53.4	1.4	180.0	.29	123.1	75.8	56.3	2.3	155.6	.52
Ponderosa Sys ..... N	15.38	- .38	- 2.4	16.50	15.25	24.88	15.00	2,410	2.51	3.27	- 23.2	9.5	.40	2.6	.....	6 mos.	08-84	125.3	34.4	4.7	2.2	.51	- 12.1	244.0	31.1	9.2	21.1	1.06
Primo Inc ..... O	3.88	- .38	- 8.8	4.25	3.88	7.00	2.38	640	2.31	1.59	45.3	35.2	.00	.0	.....	6 mos.	03-84	1.0	NC	.1	NC	.03	NC	2.0	NC	.2	NC	.06
Rax Restaurants ..... M	11.75	- .75	- 6.0	12.25	11.50	21.50	11.75	548	.98	.97	1.0	18.7	.00	.0	.....	3 mos.	10-83	19.0	32.9	1.4	100.0	.23	35.3	19.0	32.9	1.4	100.0	.23
Rest Assoc ..... A	8.13	.13	1.6	8.25	7.75	9.50	6.50	211	.79	.58	36.2	10.2	.00	.0	NEW	6 mos.	06-84	32.8	- 8.6	.6	.0	.21	- 12.5	62.8	- 9.0	.6	- 14.3	.21
Restaurant Sys ..... M	12.25	- .25	- 2.0	12.75	12.25	14.25	9.00	80	.35	.55	- 36.4	15.3	.00	.0	.....	6 mos.	06-84	8.5	34.9	.5	66.7	.22	29.4	19.3	30.4	1.0	66.7	.43
Ritzys G D ..... M	2.63	.25	10.5	3.00	2.38	10.25	2.25	669	1.28	.78	64.1	NE	.00	.0	.....	6 mos.	06-84	3.4	NC	(.5)	- 100.0	(.08)	- 100.0	6.2	NC	(1.1)	NC	(.20)
Rusty Pelican ..... M	18.00	.75	4.3	18.13	17.13	18.13	11.38	817	3.59	2.97	20.9	31.0	.00	.0	.....	6 mos.	01-84	7.6	22.6	.4	100.0	.15	15.4	15.3	15.0	.6	50.0	.28
Ryans Fam Steak ..... M	19.25	.25	1.3	19.75	19.00	25.25	15.50	1,063	2.47	1.71	44.4	27.9	.00	.0	.....	9 mos.	09-84	7.8	39.3	.7	40.0	.17	30.8	22.7	62.1	2.3	64.3	.53
Saga Corp ..... N	33.50	- .13	- .4	33.88	32.63	35.50	24.63	1,690	1.30	1.09	19.3	13.6	.44	1.3	.....	3 mos.	09-84	271.6	14.9	5.7	32.6	.42	20.0	271.6	14.9	5.7	32.6	.42
Sandwich Chef ..... O	8.00	.50	6.7	8.50	7.75	11.75	6.75	183	1.42	1.00	42.0	14.5	.00	.0	.....	fiscal	06-84	6.7	17.5	.2	- 33.3	.17	- 15.0	25.6	26.7	.7	- 22.2	.55
Sea Galley ..... M	8.38	.63	8.1	8.38	7.75	11.63	7.13	1,154	2.94	4.25	- 30.8	9.6	.00	.0	.....	6 mos.	06-84	15.0	- 49.3	.9	NE	.23	NE	32.6	- 29.3	2.3	NE	.59
Shoney's Inc ..... M	32.88	- .63	- 1.9	33.00	32.88	35.13	20.00	2,070	1.00	1.07	- 6.5	23.8	.16	.5	.....	9 mos.	07-84	117.8	24.9	8.2	26.2	.39	25.8	360.0	22.4	21.9	28.1	1.06
Shoney's South ..... M	15.00	.50	3.4	15.00	14.50	16.59	11.00	103	.18	1.32	- 86.4	12.7	.00	.0	.....	9 mos.	09-84	40.1	14.2	1.8	12.5	.32	18.5	127.3	17.2	5.8	48.7	1.00
SIS Cp ..... M	4.75	.25	5.6	5.25	4.50	10.75	4.50	111	.72	.32	125.0	33.9	.00	.0	.....	fiscal	12-83	1.5	114.3	.0	NC	.01	.0	4.5	87.5	.2	NC	.14
Sizzler Rest Intl ..... M	16.75	- .25	- 1.5	17.25	16.25	18.75	8.75	483	.71	1.39	- 48.9	16.1	.00	.0	.....	9 mos.	01-84	33.3	11.4	1.6	14.3	.22	15.8	104.6	8.7	5.5	31.0	.80
Skippers ..... M	9.63	- .13	- 1.3	9.88	9.63	11.50	8.00	240	.88	1.11	- 20.7	12.2	.06	.6	.....	6 mos.	06-84	14.4	23.1	.6	.0	.22	- 8.3	27.8	25.2	1.1	10.0	.42
So Hospitality ..... M	4.63	.38	8.8	4.63	4.13	5.13	3.75	1,496	3.13	1.39	125.2	14.0	.00	.0	.....	fiscal	05-84	10.1	32.9	.7	75.0	.13	15.4	35.7	35.7	1.5	50.0	.33
Taco Viva ..... M	7.75	- .25	- 3.1	8.00	7.25	10.75	7.00	189	.83	.71	16.9	18.0	.00	.0	NEW	9 mos.	02-84	5.8	38.1	.4	33.3	.17	30.8	16.2	44.6	.8	14.3	.36
TGI Friday's ..... N	9.38	- .25	- 2.6	9.75	9.00	17.88	8.63	1,004	.88	.82	7.3	13.8	.00	.0	.....	6 mos.	06-84	71.2	22.1	3.4	17.2	.18	.0	136.5	22.8	6.5	25.0	.35
TGIF Texas ..... O	2.38	.00	.0	2.75	2.38	7.50	2.25	16	.11	.24	- 54.2	NE	.00	.0	NEW	3 mos.	03-84	2.6	NC	(.1)	NC	(.07)	NC	2.6	NC	(.1)	NC	(.07)
Transworld ..... N	32.00	.88	2.8	32.50	31.00	33.53	23.63	15,348	5.45	2.79	95.3	5.0	.40	1.3	.....	6 mos.	06-84	504.2	8.6	29.9	85.7	.80	1900.0	967.7	8.6	49.2	113.9	1.27
USACafes ..... M	4.00	.38	10.3	4.13	3.63	5.00	2.75	473	.93	.62	50.0	NA	.00	.0	.....		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Vicorp Restaurants ..... M	15.75	- 2.50	- 13.7	17.75	15.63	22.00	14.50	1,099	1.66	2.47	- 32.8	13.5	.12	.8	.....	9 mos.	07-84	68.4	129.5	2.7	68.8	.41	46.4	157.4	170.4	5.8	100.0	.87
Victoria Stations ..... M	3.38	.13	3.8	3.38	3.13	9.63	3.00	3,250	9.72	8.19	18.7	NE	.00	.0	.....	9 mos.	12-83	29.9	- 9.9	(1.9)	NE	(.58)	NE	77.6	- 9.3	(3.6)	NE	(1.09)
Wendys Intl ..... N	17.38	- 1.00	- 5.4	18.63	17.13	20.50	13.13	7,846	1.44	1.17	23.1	15.0	.24	1.4	.....	6 mos.	06-84	240.4	37.4	19.3	35.9	.35	40.0	445.9	35.8	32.3	32.9	.59
Wstn Steer ..... O	11.00	.25	2.3	11.75	10.75	13.25	9.00	52	.43	.80	- 46.3	12.0	.20	1.8	.....	6 mos.	08-84	10.3	30.4	.1	- 66.7	.07	- 65.0	19.8	26.1	.4	- 20.0	.33
Winners Cp ..... N	6.50	- .25	- 3.7	6.75	5.88	16.25	5.88	966	2.21	1.78	24.2	13.3	.00	.0	.....	9 mos.	09-84	27.3	14.2	.2	- 75.0	.05	- 72.2	79.7	26.5	1.3	- 35.0	.30
Hotels, Motels, and Casinos																												
Am Motor Inns ..... A	21.25	.25	1.2	21.50	21.00	21.75	12.50	49	.04	2.39	- 98.3	13.4	.16	.8	.....	fiscal	07-84	52.8	17.1	5.9	25.5	.51	- 38.6	201.1	23.8	18.4	32.4	1.59
Brock Hotel Cp ..... N	4.00	- .13	- 3.0	5.13	4.00	7.63	3.63	5,619	4.26	1.13	277.0	28.6	.10	2.5	NEW	6 mos.	06-84	74.8	- 4.6	(1.2)	NE	.14	NE	151.0	- 2.1	(3.8)	NE	(.05)
Hilton Hotels ..... N	54.50	- .75	- 1.4	55.38	54.00	59.50	45.50	2,854	1.09	1.39	- 21.6	21.8	1.80	3.3	.....	9 mos.	09-84	205.4	24.4	24.3	- 45.8	.93	- 44.3	504.9	3.1	68.0	- 22.3	2.56
Holiday Inns ..... N	42.13	1.13	2.7	43.13	40.88	54.75	35.25	6,537	1.83	2.37	- 22.8	12.3	.90	2.1	.....	9 mos.	09-84	473.9	6.2	49.7	4.2	1.37	9.6	1328.9	11.5	110.4	1.3	3.00
Prime Mtr Inn ..... N	23.25	- .13	- .5	23.50	22.75	25.50	16.00	266	.18	.59	- 69.5	19.4	.12	.5	.....	fiscal	06-84	28.1	96.5	4.6	27.8	.32	14.3	96.0	92.0	17.3	36.2	1.20
Ramada Inns ..... N	6.13	- .25	- 3.9	6.38	6.00	11.63	5.63	6,207	1.67	2.98	- 44.0	9.7	.00	.0	.....	6 mos.	06-84	147.9	1.6	.5	NE	.01	NE	291.7	5.7	.8	NE	.02
Servico Inc ..... M	19.25	- 1.25	- 6.1	20.00	19.25	24.50	13.50	49	.16	.45	- 64.4	13.2	.00a	.0	.....	6 mos.	06-84	47.3	21.3	1.9	- 9.5	.60	- 11.8	90.2	24.8	2.8	47.4	.89
Sonesta Intl ..... O	18.50	.00	.0	20.50	18.50	18.50	16.50	2	.01	.05	- 80.0	NE	.30	1.6	NEW	6 mos.	06-84	24.0	12.1	2.1	- 4.5	1.38	.7	39.5	9.1	.0	- 100.0	(.03)
Other Companies with Food-Service Operations																												
Allegheny Bev ..... M	17.63	- .88	- 4.7	18.50	17.38	20.00	13.50	964	1.61	2.09	- 23.0	11.3	.80	4.5	.....	6 mos.	06-84	166.1	26.3	3.0	11.1	.46	9.5	318.8	21.2	4.7	- 13.0	.72
Ch Full O Nut ..... N	8.75	- .88	- 9.1	9.75	8.63	14.56	8.38	365	.82	.51	60.8	24.3	.48	5.5	NEW	9 mos.	04-84	28.7	- .7	.4	- 55.6	.10	- 50.0	86.9	3.6	1.3	- 50.0	.28
Disney, Walt ..... N	58.25	1.63	2.9	58.75	56.25	68.50	45.25	4,144	1.23	4.44	- 72.3	19.1	1.20	2.1	.....	9 mos.	06-84	544.5	51.9	54.4	153.0	1.45	137.7	1192.8	26.3	85.7	24.7	2.35
Esteban Foods ..... O	2.00	- .13	- 5.9	2.13	2.00	4.75	1.63	264	1.13	1.23	- 8.1	NM	.00	.0	.....	9 mos.	09-84	3.5	34.6	.0	NC	.02	.0	9.8	25.6	(.1)	- 100.0	(.02)
Gen Mills ..... N	54.25	1.25	2.4	55.13	52.88	60.00	41.63	4,609	1.02	.86	18.6	11.6	2.24	4.1	.....	3 mos.	08-84	1386.4	.6	54.1	- 25.4	1.20	- 21.1	1386.4	.6	54.1	- 25.4	1.20
Horn & Hardart ..... A	9.38	- .50	- 5.1	10.13	9.13	24.75	9.13	2,243	1.81	2.32	- 22.0	8.1	.00a	.0	.....	6 mos.	06-84	93.7	6.4	3.7	8.8	.31	24.0	180.1	13.4	6.1	22.0	.49
Ogden Corp ..... N	26.25	.88	3.4	26.38	25.25	32.50	24.13	5,047	2.66	1.41	88.7	11.9	1.80	6.9	.....	9 mos.	09-84	512.8	23.7	8.2	- 44.6	.46	- 38.7	1612.4	28.5	31.4	- 23.0	1.63
PepsiCo Inc ..... N	45.25	1.00	2.3	45.75	43.50	45.75	34.50	21,312	2.27	1.24	83.1	13.2	1.68	3.7	.....	9 mos.	09-84	1934.3	8.0	108.6	14.2	1.14	14.0	5425.9	13.3	247.6	19.7	2.61
Pillsbury Co ..... N	43.75	.88	2.0	44.25	42.63	44.38	33.00	1,795	.41	.81	- 49.4	10.9	1.56	3.6	.....	3 mos.	08-84	1023.5	10.1	38.9	11.8	.90	12.5	1023.5	10.1	38.9	11.8	.90
Vie de France ..... O	12.75	.13	1.0	13.13	12.75	15.25	10.50	654	.60	.50	20.0	27.1	.23	1.8	.....	fiscal	06-83	NC	NC	NC	NC	NC	NC	43.1	52.3	4.3	87.0	.47

All data is based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

Reporting Period

3 mos. - First quarter of fiscal year
6 mos. - First six months of fiscal year
9 mos. - First nine months of fiscal year
fiscal - Fiscal year
NEW - New report since last issue

General Field Footnotes

NA - Not available or not applicable.
NC - Data required for calculation currently incomplete in our files.
NE - Negative earnings invalidate calculations.
NM - No meaningful figure.
a - Under dividend amount, an 'a' indicates a stock dividend.
b - Indicates cash plus stock dividend when applied to dividend amount column.

Market

N - New York Stock Exchange
A - American Stock Exchange
O - NASDAQ Over-the-Counter
M - NASDAQ National Market

Data and Table Provided by Media General Financial Services, Inc., Richmond, Virginia 23219